

CLAIMS

What is claimed is:

Sub 7  
B1 1. A computerized method of generating and rendering over a digital communications network a perspective view of a three-dimensional object that can exist in the real world located within, surrounding, or in front of, a three-dimensional scene that can also exist in the real world, the method of presenting a perspective image of a 3D object in a 3D scene comprising:

producing at a first computer upon a digital communications network

(1a) a 3D model of the background, or, equivalently, (1b) precursors of the 3D background model, or, equivalently, (1c) one or more related 2D views of the background scene suitable to serve as precursors of the 3D background model,

(2) associated dimensional information of the particular 3D scene, and

(3) a selected suitably-real-world object; and transmitting from the first computer upon the digital communications network the information (1)-(3);

receiving at another, second, computer upon the digital communications network the information (1)-(3);

deriving in the second computer (4) a 3D background model of the represented and selected 3D background scene; and

combining in the second computer the information (1)-(3) and the (4) derived 3D background scene model to assemble in consideration of (5) object-based rules as to how the selected 3D object exists within the 3D scene, to produce (6) a 3D perspective view of the selected object properly scaled, located and oriented relative to the 3D scene; and then

transmitting from the second computer upon the digital communications network the (6) perspective view; and

receiving at the first computer upon the digital communications network this (6) perspective view; and

displaying at the first computer this (8) perspective view;  
wherein, given a particular 3D scene with which is associated  
a 3D mode, and a selected object with which is associated a  
selected 3D model, and location of the 3D object within the 3D  
5 scene, permits generation of a 3D perspective view of the selected  
suitably-real-world 3D object, properly scaled, within the  
selected suitably-real-world 3D scene;

wherein image selection made interactively over a digital  
network transpiring entirely in 2D supports the generation of a 3D  
10 perspective view showing a 3D object located and oriented within a  
3D scene.

2. The method according to claim 1

exercised to the purpose that a prospective purchaser of the  
suitably-real-world 3D object may be rendered a 3D perspective  
5 view of a 3D object that is virtual within the suitably-real-world  
3D scene,

wherein if the object and/or the scene shown in the  
perspective view do not actually exist, either or both object and  
scene could so exist.

3. The method according to claim 1

wherein the (3) suitably-real-world 3D object is selected in  
the form of a 2D iconic image, the 2D iconic image representing an  
associated object that is the selected suitably-real-world 3D  
object.

25 4. The method according to claim 3

wherein the icon is selectively placed and rotated at the  
first computer to produce (3a) placement and rotational  
information regarding where and at what positional attitude the  
selected object is to be placed within the selected 3D scene; and

30 wherein the combining in the second computer of the  
information (1)-(3) and the (4) derived 3D background scene model

to assemble in consideration of (5) object-based rules as to how the selected 3D object exists within the 3D scene, is further in consideration of the (3a) placement and rotational information, to produce (6) the 3D perspective view of the selected object properly scaled, located and oriented relative to the 3D scene.

5. The method according to claim 1  
wherein the producing at the first computer is further of (3a) a 3D model of the selected suitably-real-world object; and wherein the combining in the second computer is further of the (3a) 3D model of the selected suitably real-world object to produce the (6) 3D perspective view;  
wherein the model of the selected suitably-real-world object originates at the first computer.

6. The method according to claim 6  
wherein the model originated at the first computer is of an object not for sale.

7. The method according to claim 1  
wherein the combining in the second computer is further of a (4a) a 3D model of the selected suitably real-world object to produce the (6) 3D perspective view.  
wherein the model of the selected suitably-real-world object originates at the second computer.

8. The method according to claim 6  
wherein the model originated at the second computer is of an object for sale.

9. The method according to claim 1  
wherein the producing at the first computer is further of (3a) placement and rotational information regarding where and at what positional attitude the selected object is to be placed

within the selected 3D scene; and

wherein the combining in the second computer of the information (1)-(3) and the (4) derived 3D background scene model to assemble in consideration of (5) object-based rules as to how the selected 3D object exists within the 3D scene, is further in consideration of the (3a) placement and rotational information, to produce (6) the 3D perspective view of the selected object properly scaled, located and oriented relative to the 3D scene;

wherein the placement and rotation information originates at the first computer.

10. The method according to claim 9

wherein the placement and rotation information originating at the first computer concerns location and attitude of furnishings within a room.

11. The method according to claim 1

wherein the combining in the second computer of the information (1)-(3) and the (4) derived 3D background scene model is further of (4a) placement and rotational information in order to assemble in consideration of (5) object-based rules as to how the selected 3D object exists within the 3D scene, and so as to produce (6) the 3D perspective view of the selected object properly scaled, located and oriented relative to the 3D scene;

wherein the placement and rotation information originates at the second computer.

12. The method according to claim 10

wherein the placement and rotation information originating at the second computer concerns location and attitude of eyeglasses upon a head.

13. A computerized method of generating and rendering over a digital communications network a perspective view of a three-

dimensional object that can exist in the real world located within a three-dimensional space that can also exist in the real world, the method of presenting a perspective image of a 3D object in a 3D space comprising:

5 generating at a client computer upon a digital communications network

(i) one or more 2D images representing an associated particular suitably-real-world 3D scene in which 3D scene a suitably-real-world 3D object can exist,

10 (ii) associated dimensional information of the particular 3D scene as appears within a particular 2D image,

31 (iii) a selected 2D iconic image representing an associated selected suitably-real-world 3D object, and

(iv) placement and rotational information regarding where and at what positional attitude the selected 3D object represented by the selected iconic image is to be placed within the selected 3D scene;

transmitting from the first computer upon the digital communications network the information (i)-(iv);

20 receiving at another, second, computer upon the digital communications network the information (i)-(iv);

combining in the second computer this information (i)-(iv) with (v) a photographically or virtually derived 3D model of the represented and selected 3D scene,

25 (vi) a 3D model of the selected 3D object that is represented by the selected 2D iconic image, and

(vii) object-based rules as to how the 3D object exists within the 3D scene, in order to generate in this second computer

30 (viii) a 3D perspective view of the 3D object properly scaled, located and oriented within the 3D scene; and then

transmitting from the second computer upon the digital communications network the (viii) perspective view; and

receiving at the first computer upon the digital

communications network this (viii) perspective view; and

displaying at the first computer this (viii) perspective view; wherein, given a particular 3D scene, selection of an iconic image with which is associated a selected 3D model, and location of the 3D object within the 3D scene, permits generation of a 3D perspective view of the selected suitably-real-world 3D object, properly scaled, within the selected suitably-real-world 3D scene;

wherein image selection made interactively over a digital network transpiring entirely in 2D supports the generation of a 3D perspective view showing a 3D object located and oriented within a 3D scene.

14. The method according to claim 13

exercised to the purpose that a prospective purchaser of the suitably-real-world 3D object may be rendered a 3D perspective view of a 3D object that is virtual within the suitably-real-world 3D scene,

wherein if the object and/or the scene shown in the perspective view do not actually exist, either or both object and scene could so exist

15. The method according to claim 14

wherein the combining is of (i) a particular 2D image representing a room, and (iii) a selected 2D icon representing a room furnishing, with (v) a 3D model of the room, (vi) a 3D model of the furnishing, and (vii) object-based rules to the effect that the furnishing is upon a floor, a wall or a ceiling of the room, in order to generate (viii) a 3D perspective view of the room furnishing properly located and oriented within the room;

wherein a prospective purchaser of the real-world room furnishing may be rendered a perspective view of a suitably-real-world room furnishing properly located and oriented within a real-world room.

16. The method according to claim 15

wherein the suitably-real-world room furnishing rendered in 3D perspective view already exists in the world, and can be ordered by the prospective purchaser.

17. The method according to claim 15

wherein the suitably-real-world room furnishing rendered in 3D perspective view does not yet exist in the world, and must be built when ordered by the prospective purchaser.

18. The method according to claim 14

wherein the combining is of (i) a particular 2D image representing a human head, and (iii) a selected 2D icon representing eyeglasses, with (v) a 3D model of the human head, (vi) a 3D model of the eyeglasses, and (vii) object-based rules to the effect that temple pieces of the eyeglasses slip over ears of the human head that is the subject of the 3D model while each lens of the eyeglasses is centered in front of an eye of the human head, in order to generate (viii) a 3D perspective view of the eyeglasses properly located and oriented upon and fitted to the human head;

wherein a prospective purchaser of the real-world eyeglasses may be rendered a perspective view of the eyeglasses properly located and oriented upon, and fitted to, the purchaser's own human head.

19. The method according to claim 18

wherein the suitably-real-world eyeglasses rendered in 3D perspective view already exist in the world, and can be ordered by the prospective purchaser.

20. The method according to claim 15

wherein the suitably-real-world room eyeglasses rendered in 3D perspective view do not yet exist in the world, and must be

built when ordered by the prospective purchaser.

21. The method according to claim 13 performed interactively between a server computer and a client computer upon a digital communications network, the method further comprising:

5 communicating from the server computer upon a digital communications network to a client a plurality of iconic images of suitably-real-world objects;

10 B1 selecting at the client computer (iii) a selected 2D iconic image from among the plurality of images as does correspond to a selected suitably-real-world object;

sizing and placing at the client computer the selected icon within the selected real-world 2D scene image;

15 communicating from a client computer to the server computer upon a digital communications network (i) a 2D image of a suitably-real-world space, and (iii) the sized and placed selected iconic image within the suitably-real-world 2D scene image;

20 generating, at the server computer from (v) the 3D model of the suitably-real-world space and (vi) the 3D model of the suitably-real-world object and the object-based rules, a (viii) 3D perspective view of the suitably-real-world object properly located and oriented within the suitably-real-world space; and

communicating from the server computer upon the digital communications network (viii) the generated 3D perspective view to the client computer; and

25 displaying at the client computer (viii) the generated 3D perspective view;

wherein from (viii) this 3D perspective view the suitably-real-world object properly located and oriented within the suitably-real-world space may be observed.

30 22. An interactive method of promoting and selling real-world objects comprising:

originating at a server upon a digital communications network



(1) a first plurality of 2D images depicting real-world 3D scenes,

(2) a second plurality of 2D images depicting real-world 3D objects,

5 (3) a third plurality of 2D icons corresponding to the second plurality of 2D images depicting real-world 3D objects,

B/ (4) a fourth plurality of 3D models corresponding to those 3D spaces that are depicted within the first plurality of 2D images,

10 (5) a fifth plurality of 3D models corresponding to the 3D objects that are depicted within the second plurality of 2D images, and

(6) a sixth plurality of object-based rules;  
first communicating from the server upon a digital communications network to a client the (1) first plurality of 2D images of real-world 3D spaces, the (2) second plurality of 2D images of real-world 3D objects, and the (3) third plurality of 2D icons corresponding to the second plurality of 2D images of real-world 3D objects;

20 selecting at the client a (1a) selected real-world 2D scene image from among the (1) first plurality of 2D images, and a (3a) selected 2D icon from among the (3) third plurality of 2D icons which (3a) selected 2D icon does correspond to a (2a) selected 2D object image from among the (2) second plurality of 2D object images;

25 sizing and placing at the client the (3a) selected 2D icon within the (1a) selected real-world 2D scene image;

second communicating from the client upon the digital communications network to the server the sized and placed (3a) selected 2D icon within the (1a) selected real-world 2D scene image;

30 selecting at the server from among the (4) fourth plurality of 3D models a (4a) 3D model of the real-world space corresponding

to the (1a) selected real-world 2D scene image, and from the (5) fifth plurality of 3D models a (5a) 3D model of the real-world 3D object;

generating at the server from the (4a) 3D model of the real-world space, the (5a) 3D model of the real-world object and the (6) plurality of object-based rules, a (7) static perspective view of a (7a) 3D real-world object corresponding to the (3a) selected icon properly located and oriented relative to a (7b) 3D real-world space corresponding to the (1a) selected real-world 2D scene image; and

third communicating from the server upon the digital communications network to the client the generated (7) static perspective view;

wherein from this third-communicated (7) static perspective view the (7a) 3D real-world object properly located and oriented relative to the (7b) 3D real-world space may be observed at the client; and

fourth communicating from the client upon the digital communications network to the server a sales order to physically provide a real specimen of the (7a) 3D real-world object;

wherein obtaining the sales order for the (7a) 3D real-world object is promoted by the (7) static perspective view showing at the client the (7a) 3D real-world object properly located and oriented relative to the (7b) 3D real-world space.

23. The interactive method for selling real-world objects according to claim 22 exercised for the purpose of selling furnishings wherein

the originating at a server is of (1) a first plurality of 2D images depicting rooms, (2) a second plurality of 2D images depicting furnishings, (3) a third plurality of icons corresponding to the second plurality of furnishing images, (4) a fourth plurality of 3D models corresponding to the rooms that are depicted within first plurality of 2D room images, (5) a

the third communicating from the server upon the digital communications network to the client is of the generated (7)

static perspective view;

wherein from this third-communicated (7) static perspective view the (7a) 3D furnishing properly located and oriented within the (7b) 3D room may be observed at the client; and

5 the fourth communicating from the client upon the digital communications network to the server is of a sales order to physically provide a real specimen of the (7a) 3D furnishing;

B1 wherein obtaining the sales order for the (7a) 3D furnishing is promoted by the (7) static perspective view showing at the client the (7a) 3D furnishing properly located and oriented within the (7b) 3D room.

24. The interactive method for selling furnishings according to claim 22

5 wherein at least one of the server's first, second, third and fifth pluralities is proprietary.

25. The interactive method for selling furnishings according to claim 24

wherein all of the server's first, second, third and fifth pluralities are proprietary.

20 26. The interactive method for selling furnishings according to claim 24 further comprising:

wherein the originating at a server is further of (8) a set of available lighting effects;

25 wherein the first communicating from the server upon a digital communications network to the client is further of the (8) set of available lighting effects;

wherein the selecting at the client is further of a (8a) selected lighting effect from among the (8) set of lighting effects;

30 wherein the second communicating from the client upon the digital communications network to the server is further of the

(8a) selected lighting effect;

wherein the generating at the server is further of the (7) static perspective view as illuminated by the (8a) selected lighting effect; and

5 wherein the third communicating from the server upon the digital communications network to the client is of the generated (7) static perspective view as illuminated by the (8a) selected lighting effect.

27. The interactive method for selling furnishings according to claim 26

wherein the selecting is performed by an interior designer at the client.

28. The interactive method for selling furnishings according to claim 24 further comprising:

5 wherein the originating at a server is further of (9) a set of available textures and colors;

wherein the first communicating from the server upon a digital communications network to the client is further of the (9) set of available textures and colors;

20 wherein the selecting at the client is further of a (9a) selected textures and colors from among the (9) set of textures and colors;

25 wherein the second communicating from the client upon the digital communications network to the server is further of the (9a) selected textures and colors;

wherein the generating at the server is further of the (7) static perspective view as textured and colored by the (8a) selected textures and colors; and

30 wherein the third communicating from the server upon the digital communications network to the client is of the generated (7) static perspective view as textured and colored by the (8a) selected textures and colors.

29. The interactive method for selling furnishings according to claim 28

wherein the selecting is performed by an interior designer at the client.

5 30. The furnishings sales method according to claim 28

wherein the image generation system produces a 2D virtual image of the room where all textures are scaled and oriented to the three-dimensional objects in which the textures appear.

31. The interactive method for selling furnishings according to claim 24

wherein the selecting is performed by an interior designer at the client.

32. The interactive method for selling furnishings according to claim 30 that, between the third communicating and the fourth communicating, further comprises:

fifth communicating upon the digital communications network from the interior designer at the client to the server a request for a real physical sample of something in the generated and displayed 3D image of the room with furnishings; and

physically providing the requested sample to the interior designer.

33. The interactive method for selling furnishings according to claim 32

wherein the fifth communicating is of a request for a fabric or carpet swatch; and

wherein the physically providing is of the requested swatch.

34. The interactive method for selling furnishings according to claim 32

wherein the fifth communicating is of a request for a paint

or stain color sample; and

wherein the physically providing is of the requested paint or stain color sample.

35. The interactive method for selling furnishings according to claim 32

wherein the fifth communicating is of a request for a wallpaper sample; and

wherein the physically providing is of the requested wallpaper sample.

36. The interactive method for selling furnishings according to claim 32 that, after the fourth communicating, further comprises:

making the real product depicted by the (7a) 3D furnishing model which has, until acceptance of the order, never existed save as a virtual image.

37. An interactive method of promoting and selling real-world objects comprising:

originating at a server upon a digital communications network

(1) a first plurality of 2D images depicting real-world 3D scenes,

(2) a second plurality of 2D images depicting real-world 3D objects,

(3) a third plurality of 2D icons corresponding to the second plurality of 2D images depicting real-world 3D objects,

(4) a fourth plurality of 3D models corresponding to the 3D scenes that are depicted within first plurality of 2D images of real-world 3D spaces,

(5) a fifth plurality of 3D models corresponding to the 3D objects that are depicted within a second plurality of 2D images of real-world 3D objects, and

(6) a sixth plurality of object-based rules;

first communicating from the server upon a digital communications network to a client the (1) first plurality of 2D images of a real-world 3D space, the (2) second plurality of 2D images of real-world 3D objects, and the (3) third plurality of 2D icons corresponding to the second plurality of 2D images of real-world 3D objects;

selecting at the client a (1a) selected real-world 2D scene image from among the (1) first plurality of 2D scene images, and a (3a) selected 2D icon from among the (3) third plurality of 2D icons which (3a) selected 2D icon does correspond to a (2a) selected 2D object image from among the (2) second plurality of 2D object images;

sizing and placing at the client the (3a) selected 2D icon within the (1a) selected real-world 2D scene image;

second communicating from the client upon the digital communications network to the server the sized and placed (3a) selected 2D icon within the (1a) selected real-world 2D scene image;

selecting at the server from among the (4) fourth plurality of 3D models a (4a) 3D model of the real-world scene corresponding to the (1a) selected real-world 2D scene image, and from the (5) fifth plurality of 3D models a (5a) 3D model of the real-world 3D object;

generating at the server from the (4a) 3D model of the real-world space, the (5a) 3D model of the real-world object, and the (6) plurality of object-based rules, a (7) perspective view of a (7a) 3D real-world object corresponding to the (3a) selected icon properly located and oriented within a (7b) 3D real-world scene corresponding to the (1a) selected real-world 2D scene image; and

third communicating from the server upon the digital communications network to the client the generated (7) perspective view;

wherein from this third-communicated (7) perspective view the (7a) 3D real-world object properly located and oriented within the



(7b) 3D real-world scene may be observed at the client; and

fourth communicating from the client upon the digital communications network to the server a sales order to physically provide a real specimen of the (7a) 3D real-world object;

5 wherein obtaining the sales order for the (7a) 3D real-world object is promoted by the (7) perspective view showing at the client the (7a) 3D real-world object properly located and oriented within the (7b) 3D real-world scene.

38. The interactive method for selling real-world objects according to claim 37 exercised for the purpose of selling furnishings wherein

10 the originating at a server is of (1) a first plurality of 2D images depicting rooms, (2) a second plurality of 2D images depicting furnishings, (3) a third plurality of icons corresponding to the second plurality of furnishing images, (4) a fourth plurality of 3D models corresponding to the rooms that are depicted within first plurality of 2D room images, (5) a fifth plurality of 3D models corresponding to the furnishings that are depicted within second plurality of 2D furnishing images, and (6) a sixth plurality of rules regarding how furnishings fit within rooms;

25 the first communicating from the server upon a digital communications network to the client is of (1) the first plurality of 2D room images, (2) the second plurality of 2D furnishing images, and (3) the third plurality of furnishings icons;

the selecting at the client is of a (1a) selected real-world 2D room image from among the (1) first plurality of room images, and

30 (3a) a selected furnishing icon from among the (3) third plurality of furnishing icons, which (3a) selected furnishing icon does correspond to (2a) a selected furnishing image from among the (2) second plurality of furnishing images;

the sizing and placing at the client is of the (3a) selected

furnishing icon within the (1a) selected 2D room image;

the second communicating from the client upon the digital communications network to the server is of the sized and placed (3a) selected furnishing icon within the (1a) selected 2D room image;

the selecting at the server from among the (4) fourth plurality of 3D models is of a (4a) 3D model of the room corresponding to the (1a) selected 2D room image, and from the (5) fifth plurality of 3D models a (5a) 3D model of the furnishing corresponding to the (3a) selected furnishing icon;

the generating at the server from the (4a) 3D room model, the (5a) 3D furnishing model and the (6) plurality of furnishing rules, is of a (7) static perspective view of a (7a) 3D furnishing corresponding to the (3a) selected furnishing icon properly located and oriented within a (7b) 3D room corresponding to the (1a) selected 2D room image; and

the third communicating from the server upon the digital communications network to the client is of the generated (7) static perspective view;

wherein from this third-communicated (7) static perspective view the (7a) 3D furnishing properly located and oriented within the (7b) 3D room may be observed at the client; and

the fourth communicating from the client upon the digital communications network to the server is of a sales order to physically provide a real specimen of the (7a) 3D furnishing;

wherein obtaining the sales order for the (7a) 3D furnishing is promoted by the (7) static perspective view showing at the client the (7a) 3D furnishing properly located and oriented within the (7b) 3D room.

39. The interactive method for selling furnishings according to claim 37 wherein at least one of the server's first, second, third and fifth pluralities is proprietary.

40. The interactive method for selling furnishings according to claim 39

wherein all of the server's first, second, third and fifth pluralities are proprietary.

5 41. The interactive method for selling furnishings according to claim 39 further comprising:

wherein the originating at a server is further of (8) a set of available lighting effects including realistic lighting and shadows;

10 wherein the first communicating from the server upon a digital communications network to the client is further of the (8) set of available lighting effects;

wherein the selecting at the client is further of a (8a) selected lighting effect from among the (8) set of lighting effects;

wherein the second communicating from the client upon the digital communications network to the server is further of the (8a) selected lighting effect;

wherein the generating at the server is further of the (7) static perspective view as illuminated by the (8a) selected lighting effect; and

wherein the third communicating from the server upon the digital communications network to the client is of the generated (7) static perspective view as illuminated by the (8a) selected lighting effect.

42. The interactive method for selling furnishings according to claim 41

wherein the selecting is performed by an interior designer at the client.

30 43. The interactive method for selling furnishings according to claim 39 further comprising:

wherein the originating at a server is further of (9) a set of available textures and colors;

wherein the first communicating from the server upon a digital communications network to the client is further of the (9) set of available textures and colors;

wherein the selecting at the client is further of a (9a) selected textures and colors from among the (9) set of textures and colors;

wherein the second communicating from the client upon the digital communications network to the server is further of the (9a) selected textures and colors;

wherein the generating at the server is further of the (7) static perspective view as textured and colored by the (8a) selected textures and colors; and

wherein the third communicating from the server upon the digital communications network to the client is of the generated (7) static perspective view as textured and colored by the (8a) selected textures and colors.

44. The interactive method for selling furnishings according to claim 43

wherein the selecting is performed by an interior designer at the client.

45. The furnishings sales method according to claim 43

wherein the image generation system produces a 2D virtual image of the room where all textures are scaled and oriented to the three-dimensional objects in which the textures appear.

46. The interactive method for selling furnishings according to claim 39

wherein the selecting is performed by an interior designer at the client.

47. The interactive method for selling furnishings according to claim 45 that, between the third communicating and the fourth communicating, further comprises:

5 fifth communicating upon the digital communications network from the interior designer at the client to the server a request for a real physical sample of something in the generated and displayed 3D image of the room with furnishings; and

71 physically providing the requested sample to the interior designer.

10 48. The interactive method for selling furnishings according to claim 47

wherein the fifth communicating is of a request for a fabric or carpet swatch; and

wherein the physically providing is of the requested swatch.

15 49. The interactive method for selling furnishings according to claim 47

wherein the fifth communicating is of a request for a paint or stain color sample; and

20 wherein the physically providing is of the requested paint or stain color sample.

50. The interactive method for selling furnishings according to claim 47

wherein the fifth communicating is of a request for a wallpaper sample; and

25 wherein the physically providing is of the requested wallpaper sample.

51. The interactive method for selling furnishings according to claim 39 that, after the fourth communicating, further comprises:

30 making the real product depicted by the (7a) 3D furnishing model which has, until acceptance of the order, never existed save

B1 as a virtual image.

52. A method of interactive advertising comprising:

delivering to a prospective customer of some customer-selected product a virtual image of the product located within a virtual scene, the virtual scene permissively including still other virtual objects, the delivering arising from

first interacting upon a digital communications network between (i) a server computer having a first palette of virtual images of scenes, and a second palette of virtual images of products and objects, and

(ii) a client computer where the prospective customer selects (1) a scene image from among the server computer's first palette, and also (2) at least one product image, and other object images, from the server computer's second palette,

so as to (i) locate the product, and object, images within the scene image, and

(ii) produce at the server computer to the prospective customer an image of a customer-selected scene in which appears images of a prospective customer-selected product and other selected objects,

wherein the prospective customer at the client computer has interacted upon the digital communications network and with the server computer to interactively produce a scene in which the customer-selected-product is advertised.

53. The method of interactive advertising according to claim 52 wherein the delivering to the prospective customer is of a virtual image of a furnishing located within a virtual scene of a room, in accompaniment to virtual images of other room furnishings;

wherein the prospective customer has interacted to produce a scene in which the customer-selected furnishing product is advertised.

54. The method of interactive advertising according to claim 52 wherein the delivering to the prospective customer is of a virtual image of a vehicle located within a virtual outdoor scene, in accompaniment to virtual images of other vehicles;

5 wherein the prospective customer has interacted to produce a scene in which the customer-selected vehicle product is advertised.

10 55. The method of interactive advertising according to claim 52 that, after the delivering, further comprises:

making the real product depicted by the displayed customer-selected-product which has, until acceptance of the order, never existed save as a virtual image.

56. A method of delivering an interactive advertisement, the method comprising:

printing a magazine in which appears a product advertisement making reference to an associated universal resource locator (URL) upon a worldwide communications network;

delivering the magazine to a prospective consumer;

20 accepting, by initiation of a client computer of the prospective consumer a request communicated across the worldwide communications network to a server computer at the URL, an entreaty, fostered by the advertisement, to deliver to the prospective customer a composite image of the product located within a background scene of the prospective customer's own choosing, the composite scene permissively including still other objects;

delivering the requested image from the server computer to the client computer upon the worldwide communications network by

30 1) first interacting upon the digital communications network between

the server computer having (i) a first palette of images of different background scenes, (ii) a second palette of

images of products including the product, and (iii) a third palette of images of objects, and

the client computer where the prospective customer selects (a) a background scene image from among the server computer's (i) first palette of background scene images, and also (b) at least one image of the product from (ii) the second palette of product images, and permissively also (c) still other object images from (iii) the third palette of object images,

so as to locate the (b) product image, and permissively also an (c) object image, within the (a) background scene image, and then

2) producing at the server computer for communication to the prospective customer's client computer across the worldwide communications network the composite image of the prospective-customer-selected background scene in which appears the images of a prospective-customer-selected product and permissively also other selected objects;

wherein the prospective customer at the client computer has interacted upon the digital communications network, and with the server computer, to interactively produce a composite scene in which the prospective-customer-selected-product is advertised in context of a prospective-customer-selected background scene.

57. The method of delivering an interactive advertisement according to claim 56

wherein the delivering to the prospective customer is of a composite image of a furnishing located within a background scene of a room, optionally in accompaniment to object images of other room furnishings;

wherein the prospective customer has interacted to produce a composite scene in which the customer-selected furnishing product is advertised.

58. The method of delivering an interactive advertisement



according to claim 56

wherein the delivering to the prospective customer is of a composite image of a vehicle located within an outdoor background scene, permissively in accompaniment to images of other objects;

wherein the prospective customer has interacted to produce a composite scene in which the customer-selected vehicle product is advertised.

59. The method of delivering an interactive advertisement according to claim 56 that, after the delivering, further comprises:

accepting at the server computer from the client computer across the worldwide communications network a purchase order for the product depicted in the composite scene.